

Peran Employee Relations Dalam Upaya Pencapaian Visi dan Misi Best Western Premier Solo Baru

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ABSTRACT

Employee relations is an activity that serves to build communication relations within the internal public of an organization in an effort to achieve the goals of the organization. Employees are an important asset for companies to manage besides the material assets. As one of hospitality industry, Best Western Premier Solo Baru also conducts employee relations activities to achieve its vision and mission. Since it was inaugurated on December 15, 2015, Best Western Premier Solo New held employee relations activities for its employees as a mean to develop relationships among employees related to the vision and mission of Best Western that has to be achieved. This research uses qualitative research methods. Data retrieval is done by interviewing informants and do direct observation. Through this research will answer questions about what employees' relations which are conducted by Best Western Premier Solo Baru, the meaning behind the vision and mission of Best Western, and the relation between employee relations activities as an effort to achieve vision and mission of Best Western. From this research, will be obtained the data that to achive vision and mission, employee relations is done by embedding the values of Best Western's organization culture, I-CARE and performing 12 work commitments at Best Western.

Key words: Best Western Premier, Solo Baru, Employee Relations, Vision and Mission

ABSTRAK

Employee relations merupakan kegiatan yang berfungsi untuk membangun hubungan komunikasi di kalangan publik internal sebuah organisasi sebagai upaya untuk mencapai tujuan organisasi tersebut. Karyawan merupakan aset yang penting bagi perusahaan untuk dikelola selain aset materi. Sebagai salah satu usaha di bidang perhotelan, Best Western Premier Solo Baru juga melaksanakan kegiatan employee relations untuk mencapai visi dan misinya. Sejak diresmikan pada 15 Desember 2015, Best Western Premier Solo Baru mengadakan beberapa kegiatan employee relations untuk para karyawannya sebagai sarana untuk mengembangkan hubungan di antara para karyawan terkait dengan visi dan misi Best Western yang ingin dicapai. Penelitian ini menggunakan metode penelitian kualitatif dimana pengambilan data dilakukan dengan melakukan wawancara terhadap narasumber dan melakukan observasi. Melalui penelitian ini, menjawab pertanyaan mengenai apa saja employee relations yang dilakukan Best Western Premier Solo Baru, makna di balik visi dan misi Best Western Premier Solo Baru, dan hubungan antara kegiatan employee relations yang dilakukan sebagai upaya pencapaian visi dan misi Best Western Premier Solo Baru. Dari Penelitian ini, didapatkan data bahwa untuk mencapai visi dan misi, employee relations dilakukan dengan cara menanamkan nilai-nilai budaya organisasi Best Western, yaitu I-CARE serta melakukan 12 komitmen kerja yang ada di Best Western.

Kata kunci: Best Western Premier, Solo Baru, Employee relations, visi dan misi